

# HRODC Postgraduate Training Institute



**A Postgraduate - Only Institution**



**#085.M3**

**Business Plan: A Guide to Entrepreneurs and Investors**

**Postgraduate Short Course**

**Leading To:**

**DIPLOMA - POSTGRADUATE IN**

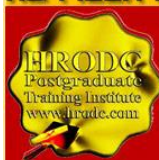
**Business Plan: Contextual, Environmental Analysis,  
Enterprise Resource Planning and Market Research  
Double Credit, 60 Credit-Hours**

**Accumulating to A**

**Postgraduate Certificate, With 120 Additional Credit-  
Hours, or A**

**Postgraduate Diploma, With 300 Additional  
Credit-Hours**

**HRODC Postgraduate Training Institute**  
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



**Prof. Dr. Ronald B. Crawford - Director**

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc. Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.; M. RG. C.



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**Websites:**  
<https://www.hrodc.com/>  
<https://www.hrodc.london>  
[postgraduateshortcourses.com/](https://www.postgraduateshortcourses.com/)

**Email:**  
[institute@hrodc.com](mailto:institute@hrodc.com)  
[london@hrodc.com](mailto:london@hrodc.com)

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**HRODC Postgraduate Training Institute, A Postgraduate-Only Institution**  
**Our UK Government's Verification and Registration**

**Our Institute is Verified by, and Registered with, the United Kingdom (UK) Register of Learning Providers (UKRLP), of the Department for Education (DfE). Its UK Provider Reference Number (UKPRN) is: 10019585 and might be located at: <https://www.ukrlp.co.uk/>.**

### Course Coordinator:

Prof. Dr. R. B. Crawford is the Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);



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- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.

**Professor Dr. Crawford has been an Academic in the following UK Universities:**

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.


**His responsibilities in these roles included:**

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor

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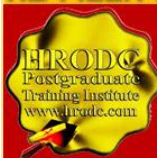


## For Whom This Course is Designed

### This Course is Designed For:

- Business Analysts;
- Business Angels;
- Business Plan Analysts;
- Corporate Directors;
- Cost Accountants;
- Departmental Managers;
- Divisional Directors;
- Dragons;
- Entrepreneurs;
- Executive Directors;
- Financial Accountants;
- Financiers;
- Fund Managers;
- Growth Strategists;
- Investment Bankers;
- Investors;
- Management Accountants;
- Market Researchers;
- Postgraduate Research Students;
- Postgraduate Research Supervisors;
- Project Leaders;
- Quantitative Researchers;
- Research Analysts;
- Research Assistants;
- Research Commissioners;
- Senior Accountants;
- Sharks;
- Venture Capitalists;
- Vice Presidents;

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- All others who are desirous of enhancing their expertise in Business Plan Creation and Analysis, organisational Internal Analysis, External Environmental Analysis, Enterprise Resource Planning (ERP) and Market Research, among other pertinent topics.

<b>Classroom-Based Duration and Cost:</b>	
<b>Classroom-Based Duration:</b>	<b>10 Days</b>
<b>Classroom-Based Cost:</b>	<b>£10,000.00 Per Delegate</b>
<b>Online (Video-Enhanced) Duration and Cost</b>	
<b>Online Duration:</b>	<b>20 Days – 3 Hours Per Day</b>
<b>Online Cost:</b>	<b>£6,700.00 Per Delegate</b>

### **Classroom-Based Course and Programme Cost includes:**

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Postgraduate Diploma/ Diploma – Postgraduate –or
- Certificate of Attendance and Participation – if unsuccessful on resit.

### **Students and Delegates will be given a Selection of our Complimentary Products, which include:**

- **Our Branded Leather Conference Folder;**
- **Our Branded Leather Conference Ring Binder/ Writing Pad;**
- **Our Branded Key Ring/ Chain;**
- **Our Branded Leather Conference (Computer – Phone) Bag – Black or Brown;**
- **Our Branded 8-16 GB USB Flash Memory Drive, with Course Material;**
- **Our Branded Metal Pen;**
- **Our Branded Polo Shirt.;**

➤ **Our Branded Carrier Bag.**

**Daily Schedule: 9:30 to 4:30 pm.**

**Delivery Locations:**

1. **Central London, UK;**
2. **Dubai, UAE;**
3. **Kuala Lumpur, Malaysia;**
4. **Amsterdam, The Netherlands;**
5. **Brussels, Belgium;**
6. **Paris, France; and**
7. **Durban, South Africa;**
8. **Other International Locations, on request.**

**Business Plan: A Guide to Entrepreneurs and Investors Course**

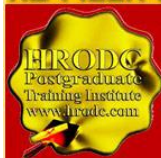
**Leading to Diploma – Postgraduate – in Business Plan: Contextual, Environmental Analysis, Enterprise Resource Planning and Market Research (Double Credit) and 60 Credit-Hours, Accumulating to a Postgraduate Certificate, with 120 Additional Credit-Hours, or a Postgraduate Diploma, with 300 Additional Credit-Hours**

**Course Objectives**

By the conclusion of the specified learning and development activities, delegates will be able to:

- Advise others of the situations in which participant observation, conversation analysis, documentary analysis, focus groups, interviews & questionnaires, respectively, are appropriate;
- Assess the value of secondary sources of information as a prelude to the conduct of Empirical Research;
- Choose sources of information appropriate for the type of research being conducted;

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- Choose the methodology that best suits the Marketing Research Objectives;
- Choose the most appropriate data elicitation techniques, in relation to the sampling frame, sampling unit, sample size & time span, among other factors;
- Conduct an External Organisational Analysis, highlighting the Political, Economic, Social, Technological, Environmental/ Ecological, and Legal Uncontrollable Factors and the Opportunities and Threats that they present to the Establishment;
- Construct a business plan that will be attractive to investors and fund managers;
- Demonstrate a high level of understanding in the different elements of Enterprise Resource Planning (ERP);
- Demonstrate their ability to conduct an Internal Organisational Analysis, focusing on Strengths and Weaknesses;
- Design a Marketing Research Project, taking account of important issues;
- Design interviews & questionnaires that will elicit information appropriate to the research objectives;
- Design questionnaires & interview schedules, with a mixture of open-ended & closed-ended questions, avoiding forced-choice in the latter;
- Design structured & unstructured questions, determining the conditions under which they should be used;
- Employ appropriate data analysis techniques, based on the type & volume of data available;
- Explain why particular 'aspects' should be included in the Business Plan, to enhance its effectiveness;
- Identifying 'trends' & 'patterns' in information, in an effort to arrive at conclusions;
- Illustrate how a well-constructed Business Plan might be used to Attract Investors and 'Fund Holders';
- Indicate the measures that their selected organisation might employ to exploit at least two of the Opportunities with which they are presented;
- Manage research projects, from inception to reporting;
- Produce effective reports, adhering to conventional styles, presenting evidence from the data, & exploiting visual representations;
- Provide 'contingencies' based on differing business scenarios;

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- Provide guidance to Entrepreneurs on how to adapt a Business Plan to meet changing circumstances, without losing its focus;
- Suggest how two External Uncontrollable Factors might negatively affect their chosen organisation and how it might circumvent them.

## Course Contents, Concepts and Issues

### M3A -Part 1:Contextualising Your Product/s or Service/s

- Defining a Business Plan;
- Increasing Demand and Expectations of a Business Plan;
- Internal Consumption of Business Plan;
- External Requirement for a Business Plan;
- Uses of a Business Plan;
- Business Plan as a Pre- Finance Requirement by:
  - Lending Banks;
  - Dragons;
  - Venture Capitalists;
  - Potential Partners;
  - Major Suppliers;
  - Major Distributors
  - Grant Bodies;
  - Business Angels;
- Using Business Plans to Identify Potential Operational Problems;
- Use of Business Plans to Determine Organisational Financial Viability;
- Using Business Plans to Identify needed Organisational Development Effort;
- Establishing an Organisation's Successful Effort.



## **M3A - Part 2: Business Plan Key Elements**

- The organisation and Its Subsystems: An Overview
- Mission Statement;
- Product/s or Service/s Offered or to be Offered;
- Corporate Objectives;
- Defining Key Personnel for Project;
- Market Characteristics;
- Market Segmentation;
- Target Market;
- Market Niche.

## **M3A - Part 3: Business Environment: The Political, Economic, Social, Technological, Environmental/Ecological and Legal (PESTEL) Factors Open to Your Organisation, and How it will Exploit the Opportunities That They Present**

- Opportunities Posed by Political Factors and How the Company Will Exploit them;
- Opportunities Posed by Economic Factors and How the Company Will Exploit them;
- Opportunities Posed by Social Factors and How the Company Will Exploit them;
- Opportunities Posed by Technological Factors and How the Company Will Exploit them;
- Opportunities Posed by Environmental or Ecological Factors and How the Company Will Exploit them;
- Opportunities Posed by Legal Factors and How the Company Will Exploit them.

### **M3A - Part 4: Business Environment: The Political, Economic, Social, Technological, Environmental/Ecological and Legal (PESTEL) Factors that impinge on Your Organisation's Performance and How it will Circumvent Them**

- The Political Factors and How the Company Will Exploit them;
- Opportunities Posed by Economic Factors and How the Company Will Exploit them.
- Opportunities Posed by Social Factors and How the Company Will Exploit them.
- Opportunities Posed by Technological Factors and How the Company Will Exploit them.
- Opportunities Posed by Environmental or Ecological Factors and How the Company Will Exploit them.
- Opportunities Posed by Legal Factors and How the Company Will Exploit them.

### **M3A - Part 5: Sales and Marketing Strategy**

- Target Market;
- Product or Service Launch;
- Pricing Strategy;
- After Sales Service to be provided;
- 'Above-The-Line' Marketing;
- 'Below-The-Line' Marketing;
- General Marketing and Public Relations
- Client-Management Strategy;
- Your Major Competitors;
- Effort towards Warding Competition;
- Sales and Marketing Budget;
- Proposed Salesforce or Client Management Personnel.


## **M3A - Part 6:Enterprise Resource Planning (ERP) and Financial Analysis**

- Non-Monetary Resources in Place;
- Non-Monetary Resources Needed;
- Capital Expenditure:
  - Real Estate;
  - Plant and Machinery;
  - Automobiles.
- Cost of Sales:
  - Purchases for Resale;
  - Venue Costs;
  - Vehicle Rentals;
  - Fuel Cost;
  - Consumables.
- Financial Analysis: Revenue and Expenditure;
- Revenue Expenditure:
  - Expensed Equipment;
  - Repair and Maintenance.
- Marketing Research Result, Establishing Product or Service Demand;
- Product or Service Demand Forecast Analysis;
- Breakeven Analysis;
- Sales Forecast;
- Projected Profitability Analysis;
- Projected Profitability Ratio;
- Operational Contingencies.

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## Module 085.M3B

### Organisational Analysis, Marketing Research and Presentation for Business Plan, Leading to Diploma – Postgraduate – in Organisational Analysis, Marketing Research and Presentation for Business Plan

#### M3B - Part 1: Organisational Internal Analysis: Its Strengths and How They Will Be Used to Exploit the Available Opportunities

- Conducting an Organisational Strengths Analysis;
- Bench-marking Organisational Strengths;
- Listing Key Organisational Strengths;
- Presenting Strengths Comparison with External Environment;
- Detailing Organisational Strengths;
- Exemplifying the current and previous Exploitation of Organisational Strengths;
- Quantifying Key Success Factors (KSF) associated with Organisational Strengths;
- Identifying Organisational Weaknesses;
- Indicate Risk Factors and Mitigation Effort;
- Establish the efforts in place to eliminate Weaknesses.

#### M3B - Part 2: Conducting Market Research for Business Plan (1)

- Determining the 'Population':
  - The 'Theoretical Population';
  - The 'Accessible Population'.
- Factors that Define a 'Population'.
  - A Sample as a Factor of the 'Theoretical Population';
  - Sampling the 'Accessible Population'
- What Constitutes a 'Representative Sample';
- The Sampling Frame:
  - Determining a Suitable Sampling Frame;
  - Factors Mitigating against a 'Sample Frame Choice'.

- Sampling Techniques:
  - Convenience or Non-random Samples;
  - Quota Sample;
  - Systematic Sample.
- Probability or Random Samples?
  - Simple Random Sample;
  - Stratified Sampling;
  - Bases of Stratification;
  - Multi-stage Sampling: Its Organisation and Execution.

### **M3B - Part 3: Conducting Market Research for Business Plan (2)**

- Salient Issues in Questionnaire Design;
- Designing Unstructured Questions for Questionnaires;
- Designing Structured Questions for Questionnaires;
- Designing Structured Closed-Ended Questions for Questionnaires;
- Designing Structured Open-Ended Questions for Questionnaires;
- Multiple-choice Format as the basis for Designing Structured Closed-Ended Questions in Questionnaires;
- Avoiding 'Forced-choice' in Structured Closed-Ended Questions in Questionnaires;
- Questionnaire Administration:
  - Personal Questionnaire Administration;
  - Timing of Questionnaire Administration;
  - Web-based Questionnaire Administration:
    - ❖ Protecting against multiple-responses;
    - ❖ Anti-bot Security Measures.

## M3B - Part 4: Conducting Market Research for Business Plan (3)

### ➤ Designing the Interview Schedule:

- Designing Unstructured Interview Questions;
- Designing Structured Interview Questions;
- Designing Structured Closed-Ended Interview Questions;
- Designing Structured Open-Ended Interview Questions;
- Multiple-choice Format as the basis for Designing Structured Closed-Ended Interview Questions;
- Avoiding 'Forced-choice' in Structured Closed-Ended Questions;
- Incorporating Prompts and Guides;

### ➤ Arranging and Conducting Interviews:

- Determining an appropriate Time-Frame for the Interview Administration;
- Establishing Standard for Interview Administration;
- Keeping to a common duration;
- Using Unstructured Questions in Interviews;
- Using Open-ended Questions in Interviews;
- Recording General Responses during an Interview;
- Recording responses to Open-ended Questions;
- Recording responses to Closed-ended Questions;
- Recording Multiple-Responses from an Interviewee;
- Recording Verbatim Comments, during an Interview;
- Recording Verbatim Comments, as an addition to responses to Closed-ended Questions;
- Dealing with the unexpected occurrences during an Interview.



## M3B - Part 5: Conducting Market Research for Business Plan (4)

- Instruments of Analysis:
  - Using a 'Tally System';
  - Using SPSS Package;
  - Using Excel Package.
- Data Interpretation:
  - Making Sense of the Information;
  - Identifying 'Trends' & 'Patterns' in Information;
  - Arriving at Conclusions.

## M3B - Part 6: Business Plan Presentation

- Executive Summary;
- Product or Service Description;
- Background to the Organisation and its Legal Status;
- Business Environment: The Political, Economic, Social, Technological, Environmental/Ecological and Legal (PESTEL) Factors Open to Your Organisation, and How it will Exploit the Opportunities That They Present;
- Business Environment: The Political, Economic, Social, Technological, Environmental/Ecological and Legal (PESTEL) Factors that impinge on the Organisation's Performance and How it will Circumvent Them;
- Key Personnel to be Deployed to the Project, and their Track Record;
- Sales and Marketing Strategy to be Employed;
- Resources Needed by the Organisation, and how they will be Used to Pursue its Objectives
- Organisational Internal Analysis: Its Strengths and How They Will Be Used to Exploit the Available Opportunities
- Market Research Results;
- The Favourable Position for your organisation, to which your Market Research Points;
- Capital Equipment Present;

- Capital Equipment Needed and its Cost;
- Operational Cost;
- Sales Forecast;
- Profit Forecast;
- Profit Ratio;
- Contingencies, in relation to particular Scenarios;
- Summary and Conclusions.

## **Postgraduate Diploma, Postgraduate Certificate, and Diploma – Postgraduate - Short Course Regulation**

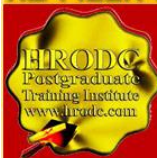
### **Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate: Their Distinction, Credit Value and Award Title**

Postgraduate Short Courses of a minimum of five days' duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading to Awards bearing their title prefixes. While we, refer to our short studies, of 5 days to five weeks, as 'Courses', those with duration of 6 weeks and more are labelled 'Programmes'. Nevertheless, in line with popular usage, we often refer to all study durations as 'Courses'. Another mark of distinction, in this regard, is that participants in a short course are referred to as 'Delegates', as opposed to the term 'Students', which is confined to those studying a Postgraduate Programme.

Courses are of varying Credit-Values; some being Single-Credit, Double-Credit, Triple-Credit, Quad-Credit, 5-Credit, etc. These short courses accumulate to Postgraduate Certificate, with a total of 180 Credit-Hours (= 6 X 5-Day Courses or 3 X 10-Day Courses), or Postgraduate Diploma, with a total of 360 Credit-Hours (= 12 X 5-Day Courses or 6 X 10-Day Courses).

Delegates studying courses of 5-7 days' duration, equivalent to 30-42 Credit-Hours (Direct Lecturer Contact), will, on successful assessment, receive the Diploma – Postgraduate

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Award. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively.

## **Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate Assessment Requirement**

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, Postgraduate Certificate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

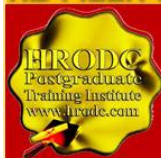
Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

## **Diploma – Postgraduate, Postgraduate Certificate, and Postgraduate Diploma Application Requirements**

Applicants for Diploma – Postgraduate – Postgraduate Certificate, and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant's current valid passport or copy of his or her Photo-embedded National Identity Card;

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- Copies of credentials mentioned in the application form.

## Admission and Enrolment Procedure

- On receipt of all the above documents we will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Course or Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary immigration documentation, to support their application;
- Applicants will be notified of the dates, location and venue of enrolment and orientation, where appropriate.

## Modes of Study and Duration of Postgraduate Certificate and Postgraduate Diploma Programmes

There are two delivery formats for Postgraduate Certificate and Postgraduate Diploma Programmes, as follows:

1. Intensive Full-time (Classroom-Based) Mode, lasting 3 months for Postgraduate Diploma, and 6 weeks for Postgraduate Certificate. These durations are based on six hours' lecturer-contact per day, five days (30 hours) per week, for Postgraduate Diploma;
2. Video-Enhanced On-Line Mode. This interactive online mode lasts twenty (20) weeks, for Postgraduate Diploma, and ten (10) weeks for Postgraduate Certificate. Our calculation is based on three hours per day, six days per week.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

## Introducing Our Video-Enhanced Online Study Mode

In a move away from the traditional online courses and embracing recent developments in technology-mediated distance education, HRODC Postgraduate Training Institute has introduced a Video-Enhanced Online delivery. This Online mode of delivery is revolutionary and, at the time of writing, unique to HRODC Postgraduate Training Institute.

You are taught as individuals, on a one-to-one or one-to-small-group basis. You see the tutor face to-face, for the duration of your course. You will interact with the tutor, ask and address questions; sit examinations in the presence of the tutor. It is as real as any face-to-face lecture and seminar can be. Choose from a wide range of Diploma – Postgraduate Courses and an increasing number of Specialist Postgraduate Certificate and Postgraduate Diploma Programmes. You might also accumulate Postgraduate Short Courses, via this mode of study, over a 6-year period, towards a Postgraduate Certificate or Postgraduate Diploma.

## Key Features of Our Online Study: Video-Enhanced Online Mode

- The tutor meets the group and presents the course, via Video, in a similar way to its classroom-based counterpart;
- All participants are able to see, and interact with, each other, and with the tutor;
- They watch and discuss the various video cases and demonstrations that form an integral part of our delivery methodology;
- Their assessment is structured in the same way as it is done in a classroom setting;
- The Video-Enhanced Online mode of training usually starts on the 1<sup>st</sup> of each month, with the cut-off date being the 20<sup>th</sup> of each month, for inclusion the following month;
- Its duration is twice as long as its classroom-based counterpart. For example, a 5-day (30 Credit Hours) classroom-based course will last 10 days, in Video-Enhanced Online mode. This calculation is based on 3 hours tuition per day, adhering to the Institute's required 30 Credit-Hours;
- The cost of the Video-Enhanced Online mode is 67% of similar classroom-based courses;

- For example, a 5-day classroom-based course, which costs Five Thousand Pounds, is only Three Thousand Three Hundred and Fifty Pounds (£3,350.00) in Video-Enhanced Online Mode.

## **10-Week Video-Enhanced Online Postgraduate Certificate and 20-Week Video-Enhanced Online Postgraduate Diploma**

You might study an Online Postgraduate Certificate or Online Postgraduate Diploma, in 10 and 20 weeks, respectively, in the comfort of your office or homes, through HRODC Postgraduate Training Institute's Video-Enhanced Online Delivery. We will deliver the 180 Credit-Hours and 360 Credit-Hours, in line with our regulation, through 'Direct-Lecturer-Contact', within the stipulated timeframe. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.

## **Cumulative Postgraduate Certificate and Postgraduate Diploma Courses**

All short courses can accumulate to the required number of Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, over a six-year period from first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit, as is tabulated below.

On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least one or two credits be attempted each year. This will ensure that the required 180 Credit-Hours and 360 Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, respectively, are

achieved, within the designated period. These Credit-Values, awards and their accumulation are exemplified below.

<b>Examples of Postgraduate Course Credits: Their Value, Award Prefix &amp; Suffix – Based on 5-Day Multiples</b>		
<b>Credit Value</b>	<b>Credit Hours</b>	<b>Award Title Prefix (&amp; Suffix)</b>
<b>Single-Credit</b>	<b>30-54</b>	<b>Diploma - Postgraduate</b>
<b>Double-Credit</b>	<b>60-84</b>	<b>Diploma – Postgraduate (Double-Credit)</b>
<b>Triple-Credit</b>	<b>90-114</b>	<b>Diploma – Postgraduate (Triple-Credit)</b>
<b>Quad-Credit</b>	<b>120-144</b>	<b>Diploma – Postgraduate (Quad-Credit)</b>
<b>5-Credit</b>	<b>150-174</b>	<b>Diploma – Postgraduate (5-Credit)</b>
<b>6-Credit</b>	<b>180-204</b>	<b>Postgraduate Certificate</b>
<b>7-Credit</b>	<b>210-234</b>	<b>Postgraduate Certificate (+ 1 Credit)</b>
<b>8-Credit</b>	<b>240-264</b>	<b>Postgraduate Certificate (+2 Credits)</b>
<b>9-Credit</b>	<b>270-294</b>	<b>Postgraduate Certificate (+3 Credits)</b>
<b>10-Credit</b>	<b>300-324</b>	<b>Postgraduate Certificate (+ 4 Credits)</b>
<b>11-Credit</b>	<b>330-354</b>	<b>Postgraduate Certificate (+5 Credits)</b>
<b>12-Credit</b>	<b>360</b>	<b>Postgraduate Diploma</b>
<b>360 Credit-Hours = Postgraduate Diploma</b>		
<b>12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma</b>		
<b>10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma</b>		


**Exemplification of Accumulated Postgraduate Certificate and Postgraduate Diploma Award Titles**

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have their predetermined Award Titles. Where delegates do not follow a Specialism, for accumulation to a Postgraduate Diploma, they will normally be Awarded a General Award, without any Specialist Award Title. However, a Specialist Award will be given, where a delegate studies

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at least seventy percent (70%) of his or her courses in a specialist grouping. These are exemplified below:


1. **Postgraduate Diploma in Accounting and Finance;**
2. **Postgraduate Certificate in Accounting and Finance;**
3. **Postgraduate Certificate in Aviation Management;**
4. **Postgraduate Diploma in Aviation Management;**
5. **Postgraduate Certificate in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
6. **Postgraduate Diploma in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
7. **Postgraduate Certificate in Business Communication;**
8. **Postgraduate Diploma in Business Communication;**
9. **Postgraduate Certificate in Corporate Governance;**
10. **Postgraduate Diploma in Corporate Governance;**
11. **Postgraduate Certificate in Costing and Budgeting;**
12. **Postgraduate Diploma in Costing and Budgeting;**
13. **Postgraduate Certificate in Client or Customer Relations;**
14. **Postgraduate Diploma in Client or Customer Relations;**
15. **Postgraduate Certificate in Engineering and Technical Skills;**
16. **Postgraduate Diploma in Engineering and Technical Skills;**
17. **Postgraduate Certificate in Events Management;**
18. **Postgraduate Diploma in Events Management;**
19. **Postgraduate Certificate in Health and Safety Management;**
20. **Postgraduate Diploma in Health and Safety Management;**
21. **Postgraduate Certificate in Health Care Management;**
22. **Postgraduate Diploma in Health Care Management;**
23. **Postgraduate Certificate in Human Resource Development;**
24. **Postgraduate Diploma in Human Resource Development;**
25. **Postgraduate Certificate in Human Resource Management;**
26. **Postgraduate Diploma in Human Resource Management;**

- 27. Postgraduate Certificate in Information and Communications Technology (ICT);**
- 28. Postgraduate Diploma in Information and Communications Technology (ICT);**
- 29. Postgraduate Certificate in Leadership Skills;**
- 30. Postgraduate Diploma in Leadership Skills;**
- 31. Postgraduate Certificate in Law – International and National;**
- 32. Postgraduate Diploma in Law – International and National;**
- 33. Postgraduate Certificate in Logistics and Supply Chain Management;**
- 34. Postgraduate Diploma in Logistics and Supply Chain Management;**
- 35. Postgraduate Certificate in Management Skills;**
- 36. Postgraduate Diploma in Management Skills;**
- 37. Postgraduate Certificate in Maritime Studies;**
- 38. Postgraduate Diploma in Maritime Studies;**
- 39. Postgraduate Certificate in Oil and Gas Operation;**
- 40. Postgraduate Diploma in Oil and Gas Operation;**
- 41. Postgraduate Certificate in Oil and Gas Accounting;**
- 42. Postgraduate Diploma in Oil and Gas Accounting;**
- 43. Postgraduate Certificate in Politics and Economic Development;**
- 44. Postgraduate Diploma in Politics and Economic Development;**
- 45. Postgraduate Certificate in Procurement Management;**
- 46. Postgraduate Diploma in Procurement Management;**
- 47. Postgraduate Certificate in Project Management;**
- 48. Postgraduate Diploma in Project Management;**
- 49. Postgraduate Certificate in Public Administration;**
- 50. Postgraduate Diploma in Public Administration;**
- 51. Postgraduate Certificate in Quality Management;**
- 52. Postgraduate Diploma in Quality Management;**
- 53. Postgraduate Certificate in Real Estate Management;**
- 54. Postgraduate Diploma in Real Estate Management;**

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**55. Postgraduate Certificate in Research Methods;**

**56. Postgraduate Diploma in Research Methods;**

**57. Postgraduate Certificate in Risk Management;**

**58. Postgraduate Diploma in Risk Management;**

**59. Postgraduate Certificate in Sales and Marketing;**

**60. Postgraduate Diploma in Sales and Marketing;**

**61. Postgraduate Certificate in Travel, Tourism and International Relations;**

**62. Postgraduate Diploma in Travel, Tourism and International Relations.**

The actual courses studied will be detailed in a student or delegate's Transcript.

### **Service Contract, incorporating Terms and Conditions**

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The submission of our application form or otherwise registration by of the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

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**Director**  
**HRODC Postgraduate Training Institute**